



The Board of Park and Recreation Commissioners of Mecklenburg County, North Carolina, met at the 521 Recreation Center located at 11401 Ardrey Kell Road, Charlotte, NC at 6:00 p.m.

**PRC MINUTES**  
**November 10, 2009**

**ATTENDANCE**

**Present:** Rob Brisley  
Jeff Tarte  
Scott McClure  
Paul Bailey  
Charles McRee  
Owen Furuseth  
Tim Morgan, Vice Chair  
David Morgan  
Beverly Lawston  
Norman Mitchell  
Jim Garges  
Dot Law

**Absent** Brad Pearce, Chair  
Brenda McMoore (Sick – Excused)  
John Barry, Executive Secretary

**CALL TO ORDER**

The meeting was called to order at 6:00 p.m. by Vice-Chair Tim Morgan, which was followed by the pledge of allegiance led by Commissioner McClure. Each Commissioner then introduced themselves and the park district they represented.

**Welcome and Introduction- 521 Recreation Center Staff**

Michael Daly, Facilities Manager II, Southeast Corridor, introduced the staff of 521 Recreation Center and provided information on the communities served by the center, current programs being offered, senior activities and recent special events. Mr. Daly provided the Commission with a handout of the staff and details of the programs. (**Note:** A copy of the handout is included in the PRC Minute's Binder, **November 2009, Section 1a.**)

Director Garges, shared that Commissioner Morgan's son put in the Disc Golf at 521 Recreation Center as one of his Eagle Scout projects.

## **Proclamations and Awards**

- a. **Atuya Cornwell:** Greg Jackson, Division Director of Park Operations and Athletic Services introduced Atuya Cornwell as the recipient of the NRPA Diversity Scholarship. This allowed Atuya to attend the NRPA Conference. Atuya said that one of the best opportunities afforded by the scholarship was the opportunity to shadow some of the executives of the NRPA. Director Garges added that Atuya has volunteered to serve on the NRPA Programming Committee. This committee works with professionals from around the country to determine which programs will be provided at the national conference.
- b. **Jackie Rogers:** James Alsop, Division Director of Enterprise Services introduced Jackie Rogers. Jackie was recently named as one of five Mecklenburg County Customer Service Heroes for her courtesy and respect. She is the first part time employee from the Department to receive this award. Jackie works full time as a bank employee and part time at Rays Splash Planet as the birthday coordinator.
- c. **Ken Koonce:** Greg Jackson introduced Ken Koonce as the winner of the 2009 NCRPA Statewide Meritorious Service in Athletics award. Ken has worked as athletic coordinator for the Department for the last 25 years.
- d. **Don Cureton:** (Absent) Lola Massad shared that Don Cureton, Facility Manager II, Northwest Corridor, was recently named into the Winston Salem State University National Alumni Hall of Distinction. (**Note:** A bio of Don is included in the PRC Minute's Binder, **November 2009, Section 2d.**)
- e. **Michael Kirschman:** Director Garges recognized Michael Kirschman, Division Director of Nature Preserves and Natural Resources, and his staff for receiving the Barb King Environmental Stewardship Award. Michael and his staff were recognized at the national conference for this award.

## **Public Appearance-Red Moon Marketing/Coca-Cola**

Phil Fleishman, Athletic Services Manager recognized two of our community partners, Coca-Cola and Red Moon Marketing, whom we partnered with to bring two fitness programs to the community. Both programs satisfied Leisure FALT team goals and the programming focuses noted in the 2008 Master Plan. These programs would not have been possible without the collaborative efforts of Coca-Cola and Red Moon Marketing.

**Keeping Kids in Motion:** Brooke Adams, Fitness and Wellness Coordinator/Supervisor, shared information about the collaborative effort with Coca-Cola and Red Moon Marketing as well as Presbyterian Children's Hospital, The Junior League of Charlotte and Harris Teeter to offer a free four week Keeping Kids in Motion program. This program targeted 5 – 12 year old children with the purpose of encouraging and promoting healthy life styles and being more active. Participants engaged in different fitness themes each of the four week and tracked their progress for continued improvement. Due to the success of this program another session of Keeping Kids in Motion will soon be offered.

**Dads and Kids Kickball Program:** Aaron Cheeks shared that through a collaborative effort with Coca-Cola and Red Moon Marketing a Dads and Kids Kickball program was developed. This program brought parents out to participate with their kids in an old time activity. Coca-Cola provided uniforms and teams were named after coke products. The program concluded with an awards ceremony.

Coca-Cola and Red Moon Marketing executives spoke words of appreciation for the opportunity to work with the Department stating they felt it was a perfect way to weave into the community and do positive things together. As a way of saying thank you for the opportunity to work together now and in the future, Lauren Steele and Terrell Wilson offered to make available to all employees of Park and Recreation, coupons for Coca-Cola products.

Both Director Garges and Vice-Chair Tim Morgan expressed sincere appreciation for Coca-Cola and New Moon's willingness to partner with the Department and for understanding the importance of working with the community and young people to make it possible to provide programming opportunities.

- Jim Bailey, President/CEO, Red Moon Marketing
- Jimmy Harte, Vice President, Red Moon Marketing
- Lauren Steele, Vice President – Corporate Affairs, Coca-Cola Consolidated
- Terrell Wilson, Market Development Manager, Coca-Cola North America

### **Program Presentation: Community and Recreation Center Services – Recreation Programming**

Lola Massad, Division Director of Community and Recreation Center Services, shared the background on the restructuring of the recreation programming based on the 2008 Master Plan. Recreation Programming Manager, Brenda Tengel, was hired and all recreation coordinators were placed under her and assigned to a core program area. Stephanie Frisbee and Brenda Tengel presented information on the core program areas of Senior Citizens, Cultural Arts, Fitness, Youth, Teen and 4-H. Topics discussed related to each of these program areas included partnerships, new advisory councils, program measures, summer camps, teen summits and 4-H clubs and curriculum training.

Stephanie Frisbee, Program Manager, shared the following specific to the program area of **Sr. Citizens and Cultural Arts**:

- Increase program opportunities for Sr. Citizens through partnerships with
  - DSS Sr. Nutrition Program
  - DSS Celebrate Living Event
  - Charlotte Mecklenburg Senior Games
  - Charlotte Mecklenburg Senior Centers
  - Council on Aging
  - Just One Call
- Sr. Citizen Program Measures
  - 14,000 participants in senior programs in FY08 to over 17,000 participants in FY09
  - Increase in Sr. Programs offered in the Get Going Guide including Sr. Clubs, Extended and Daily Trips, Leisure and Learn,
  - Master calendar for senior trips making trips open county wide
  - Increase the number of participants in Sr. Games
  - Formation of Senior Center Advisory Council
- Cultural Arts Partnerships
  - NC Dance Theatre – Free dance classes through a grant from the Women's Impact Fund at 4 recreation centers

- Arts and Science Council – Art Expo to introduce Recreation Specialist to artist and opportunities to bring art classes to recreation centers
- Charlotte Center City Partners and First Night to have recreation centers involved in making masks, noise makers and costumes and participate in the parade
- Carolina Voices to bring Choral opportunities
- Theater in the Park
- Harvey B. Gant Center
- Creating Specialty Facilities for Cultural Arts
- Cultural Arts Program Measures
  - Formation of a Cultural Arts Advisory Council
  - 18,011 participants in FY09 in Cultural Arts programs. Now a Balance Scorecard measure.
  - Current Get Going Guide has 38 cultural arts programs such as art classes, dance classes, cooking classes, music classes; all ongoing programs
  - Increase visual and performing arts opportunities for all ages
  - Participation in the Mint Museum Train the Trainer program
  - New art programs for tots
  - New art programs for seniors

Brenda Tengel, program manager, shared the following specific to **Fitness Programming, Youth Programming, Teen Programming**

- Fitness Partnerships
  - Red Moon
  - Coca-Cola
  - CABA (Charlotte Area Bicycling Alliance) for increased cycling as transportation, Safe Routes to School, support for additional bike lanes
  - Health Department and Fit City Challenge for Health Fairs
- Fitness Programming/Branding
  - Consolidate programming across the Department, brand and duplicate
  - Fit in Nature, in cooperation with the Department's Nature Preserves (meeting the Master Plan goal of more outside fitness opportunities and more introduction of recreation as a way of life)
  - "ifit", a fitness program specifically for teens
  - Operation Boot Camp, bringing fitness to the parks
  - Ray Fit Play, fitness program for preschool children and their parents
- Fitness Program Measures
  - A combined promotional effort for annual fitness passes resulted in an increase of annual passes sold from 18 in 2008 to 55 in 2009 during the month of January and an overall increase for the year from 25 in 2008 to 70 in 2009.
- Youth Partnerships
  - POST (Partners in Out of School Time), a collaboration of all afterschool providers in Mecklenburg County to develop and provide curriculum and quality standards for after school programming.
  - PAL (Police Athletic League) operating two afterschool programs at two recreation centers, Greenville and Bette Rae
- Youth Summer Camps:
  - Distributed equitably across the County
  - Over 80 camps of different varieties in any given week
  - Over 1,100 participants over a ten week span
  - Set standards with contractors

- Camp Charity at Hickory Grove for elementary students focused on an introduction to philanthropy and volunteerism
- Youth Program Measures:
  - Customer Service Satisfaction Survey as it relates to programming:
    - 2007 – 95% approval rating
    - 2008 – 97.2% approval rating
    - 2009 – 98.4% approval rating
- Teen Partnerships
  - WPEG
  - Girl Talk Foundation
  - Gang Prevention Coalition
- Teen Camps/Teen Summits
  - Yes We Can Teen Camp
  - 9 Teen Summits in partnership with WPEG, Girl Talk Foundation and Gang of One delivered at 9 different recreation centers.
    - Engage dialogue
    - Introducing teens to positive life styles and behaviors
    - Awareness of available resources through community and recreation centers
- Teen Program Measures
  - Increase in teen participants in programs from over 10,000 in 2008 to over 33,000 in 2009
- 4-H Curriculum Training
  - Cooperative Extension and 4-H are embedded in Park and Recreation
  - 4-H expertise is in curriculum and training, youth clubs and youth programs
  - 4-H provided training for 69 different service providers in the Leaf and Stem program (Science Technology Engineering and Math) an attempt help kids understand and embrace these areas.
  - Delivered 6 new summer camps with the following themes
    - Motorsports
    - GIS, GPS Tracking
    - Bio-technology

### **Appointments –Advisory Councils – Applicants**

- a. **CPD I: Motion was made** by Commissioner Lawston to appoint **Barbara West** to and expired vacancy, expiring 6/2012, which was seconded by Commissioner David Morgan and approved unanimously.
- b. **EPD: Motion was made** by Commissioner Brisley to appoint **David Jones** to an unexpired vacancy, expiring 6/2012, which was seconded by Commissioner Tim Morgan and approved unanimously.
- c. **NPD: Motion was made** by Commissioner Tarte to appoint **Philip Carey** to an unexpired vacancy, expiring 6/2010, which was seconded by Commissioner David Morgan and approved unanimously.
- d. **Sr. Citizens: Motion was made** by Commissioner Brisley to appoint **John Duty and Donald Barnes** to first terms expiring 6/2012, which was seconded by Commissioner Tarte and approved unanimously.
- e. **SPD: Motion was made** by Commissioner Furuseth to appoint **Michael Mulder** to an unexpired vacancy, expiring 6/2012, which was seconded by Commissioner McRee and approved unanimously.

## **Director's Report – Jim Garges**

### **Director Jim Garges Reported the following:**

**Congratulations to Elected:** Commissioner Tim Morgan to the School Board, Commissioner Jeff Tarte re-elected as Mayor of Cornelius and Commissioner Paul Bailey to the Matthews Town Board of Commissioners.

**Economic Impact Study:** Director Garges reminded the Board that the Department would be kicking off their Economic Impact Study with Peter Harnik of Trust for Public Land on November 12, 2009. Commissioner Furuseth will be serving on this committee as the PRC representative along with representatives from the Catawba Lands Conservancy, Partners for Parks, Charlotte Regional Visitors Authority and others from various County departments. This study, which will take approximately 9 months to complete and will provide the Department with the true economic return from investing in Park and Recreation. The study will be similar to the study provided to the Board members earlier; Measuring the Economic Value of a City Park System. (**NOTE:** A copy of this study is included in the November 2009 PRC Minute's Binder, **November 2009, Section 8a**, housed in the Director's office.) The study was approved by the BOCC at their last meeting and a presentation on the study was made to the Economic Development Committee.

**South Region Sportsplex:** Director Garges commented on the recent "sportsplex" ideas being presented in the Business Journal about how to spend County money on County land. Jim assured the Board that any public/private partnership entered in to by the Department will, number one, make sure that the project meets the needs and interest of the local residents and public as a whole as well as be of greater value to the public than to the private partner, that the partner will bring money to invest in the project to the table and that economic impact statics are valid. Great examples of partnerships: Queens, US National Whitewater Center, Friendship Baptist Church. Jim felt it critical that the PRC understand how the Department approaches private/public partnerships so that are able to communicate to the BOCC.

**First Ward Park:** Director Garges gave an update on First Ward Park. Landscape architect firm, Shadley and Associates, has been retained by Daniel Levine to work with local firm ColeJenest and Stone for a better design for the park. Jim encouraged the board members to attend at least one of the public workshops associated with the new design planning process. The new design will be brought to the PRC for endorsement and then to the BOCC for approval. The agreement currently being worked on (a first in North Carolina) will allow private developer, Daniel Levine, to build the park and be reimbursed at a later date. Once the agreement is finalized it will go to the BOCC for approval and construction could possibly being by next summer. Completing this park is expected to encourage growth around First Ward Park, similar to Gateway Village.

**Mountain Island Lake Marine Commission – Lake Management Plan:** Director Garges shared that Alice Battle from the Mountain Island Marine Commission met with him to see if it would be possible to receive PRC approval of the Lake Management Plan, a plan to restrict boat size and traffic on Mountain Island Lake to protect the natural resources. Ms. Battle was advised to bring the concept before the PRC for endorsement before going to the BOCC. (**Note:** This **DRAFT** plan was provided to the PRC and is also included in the PRC Minute's Binder, **November 2009, Section 8d**, housed in the

Director's office.) Jim asked that the Board carefully review this draft plan and suggested that Alice Battle be invited to a PRC meeting for questions and answers. Department staff will also study the plan and provide the Board with more information.

### **Staff Reports and Requests**

**(13) Budget Update:** Senior Fiscal Administrator, Mario Chang, reported on the first 4 months of the FY10 budget. Mario pointed out the following:

- 8% reduction in FY10 Budget from FY09
- Total expenses (15,573,000) is at 38% of budget, just slightly below the same time in FY09
- Revenue (1,739,374), at 46% is significantly ahead of FY09 mainly due to the downturn in the economy as citizens seek out better value in Park and Recreation facilities
- Through the RFBA process the BOCC approved moving \$225,000 from contract services into capital cost earmarked for the lighting of two soccer fields. The Department has also applied for a \$100,000 grant from the US Soccer Foundation to supplement this cost.

**(Note:** This report is included in the PRC Minute's Binder, **November 2009, Section 13**, housed in the Director's office.)

**(14) Quarterly Capital Project Update:** Julie Clark, Division Director of Greenway Planning and Development, gave a brief update on the 2004 bond projects. The goal is to have all projects shovel ready so that when bonds are sold, we are ready to go.

**(Note:** The 2004 project update spreadsheet is included in the PRC Minute's Binder, **November 2009, Section 14**, housed in the Director's office.)

Director Garges further explained that the BOCC has indicated they will allot 37 million to Park and Recreation when bonds are sold. Of that allotment, 27 million will go to get the remaining 04 projects started and 10 million will be used for land acquisition.

Commissioner Lawston asked if project cost factored in inflation. Julie Clark responded that they did not. If a project is delayed, you may not be able to complete the project as planned or you may need to phase the project and seek another funding source to complete or include the project in another bond referendum.

**(15) Advisory Council/PRC alignment Restructuring:** Greg Jackson, Division Director of Park Operations and Athletic Services, brought before the Commission a proposal to restructure the PRC and Advisory Council. Greg explained that when the Department reorganized from 9 park districts into 5 park regions, the boundaries for the PRC no longer matched the park regions. His proposal would better align the Commissioners to the new regions. The details of the proposal were presented and discussion followed. The Commissioners were asked to consider the change and it will be brought before them again at a later date for further discussion and their endorsement before going to the BOCC for approval. **(Note:** Details of this proposal are included in the PRC Minute's Binder, **November 2009, Section 15**, housed in the Director's office.)

### **PRC Chair Report**

### **Consent Items:**

*Motion was made by Commissioner Tarte to approve all consent items, including the October 7, 2009 PRC minutes, which was seconded by Commissioner McRee and approved unanimously.*

### **Park Commissioners Reports and Requests**

**(16) Bracket Bluff Nature Preserve, Ordinance Violation:** Commissioner David Morgan asked that Michael Kirschman share information on the Bracket Bluff Nature Preserve ordinance violation. Michael Kirschman, Division Director of Nature Preserves and Natural Resources explained that when this piece of property was purchased by the County, it came with a conservation easement. At the time of the easement agreement, the family was told they continue using their disc golf course on the land. However, the course is currently being used and advertised for profit, a clear violation of County ordinance. A letter has been sent to David Brackett explaining the violation and directing that, without proper permitting, all fee-based activity occurring on Brackett Bluff Nature Preserve property cease immediately. (**Note:** The letter and all supporting documentation is included in the PRC Minutes Binder, **November 2009, Section 16**, and housed in the Director's office.)

### **Vice Chair, Tim Morgan:**

- Reminder of no December PRC meeting
- Reminder of PRC holiday social to be held at the home of Jim and Marty Garges on December 2 at 6 p.m.
- Commissioner Tim Morgan announced that due to being elected to serve on the School Board and the School Board meetings and PRC meetings being held on the same night of the month, he was resigning from the Park and Recreation Commission effective January 1, 2010.

### **Ajournment**

Having no further business to discuss, the meeting adjourned at 8:30 p.m.